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Strategic Planning ~ After Sales Service ~ Business Development ~ Service Operations ~

Preferred Industry: Automotive/Automobile, **Preferred Locations:** Anywhere in India / South India / Andhra Pradesh & Telangana

SYNOPSIS

18+ years' rich experience in delivering optimal results & business value in high-growth environments in Automobile After Sales. Have immense experience of working in Passenger Cars & Tractors Segment.

- Demonstrated capabilities in establishing *After Sales Service Operations, Strategic Planning, Dealer Management, AMC, Warranty Management, Prototype Management, Customer Relationship Management, Performance Management, Process Management, Team Management, Manpower Management and Training and Development* function as key revenue generating business module with customer focused deliverables. Innate strengths in identifying and developing potential dealers and retaining their business association with augmented customer services.
- Adept in instilling multi-skilling aptitude among workmen for performance enhancement; fully conversant with concepts and application of Quality and Process Improvement Tools to facilitate smooth functioning of overall operations and thereby improve service and quality levels.
- Displayed professional brilliance in handling maintenance of wide range of Vehicles / machines / equipment's resulting in reduction of the failure rates to bare minimum. Effective Networking skills with go getter attitude for achieving assigned targets. Excellent man-management, time management, leadership skills; Computer literate.
- Proven expertise in streamlining customer services function by designing innovative systems and processes to generate high value propositions for the customers. Great ability in defining operational parameters and introducing process improvements to optimize operational efficiency.
- Core strengths in synchronizing efforts of the channel partners to generate maximum customer satisfaction, productive output. Demonstrated competencies in deriving substantial improvements across diverse business processes with implementation of Lean, Six Sigma tools & techniques.
- Involved in the dealer development activities and defining new benchmark in various set ups at the dealership leading to establishing brand at the local level and further leading to enhancement in dealership business.

Core Competencies Include

<i>Product Management</i>	<i>Strategic Planning</i>	<i>Personal Development</i>	<i>People Management</i>
<i>After Sales & Marketing</i>	<i>Customer Support</i>	<i>Business Development</i>	<i>Contracts Management/AMC</i>
<i>Reports/Testing</i>	<i>Service Operations</i>	<i>In-process Checking</i>	<i>Warranty/Insurance</i>
<i>Operations Management</i>	<i>Technical Support</i>	<i>Spares Management</i>	<i>Quality Service Delivery</i>
<i>Cross Functional Coordination</i>	<i>Crisis Management</i>	<i>Training & Development</i>	<i>Analytical Skills</i>

CAREER CONTOUR

Escorts Limited, Regional Service Manager (RSM) for the state of Andhra Pradesh Including Telangana | May 2017 - Present
Responsibilities as Regional Service Manager - Reporting to Zonal Service Head.

1. Managing team of 11 members (2 Area Service Manager's (ASM), 2 Territory Service Manager's (TSM), 4 Service Officer's (SO) & 3 Escorts Technical Master's (ETM)).
2. Up-gradation of distributor/dealer infrastructure and strengthening of dealer network.
3. Improvement of Dealership service health.
4. Develop & enhance the trouble shooting capabilities & soft skills of Team & dealer mechanics.
5. Monitoring and ensure compliance of company's warranty and to reduce warranty cost.
6. Enhancement of Dealership service response (Service Quality Index).
7. To implement online SQS at high volume dealership.
8. Improve service market share by applying strong follow-up system.
9. Improve parts stocking norms of dealerships by continuous follow-up with the team.
10. To provide product feedback and ways to improve product quality (Early Hour Failure Report)
11. Providing Product Support.
12. Plan product support related activities for dealer including camps, events, advertisements, Promotional schemes, incentive schemes etc with a view to ensuring implementation
13. Monitor product support systems and processes.

Successfully executed special projects like Sampark, VOC, Project Bahubali.

CNH Industrial India Private Limited | Feb 2011 to May 2017

Manager - Quality Product Support Function | Since Dec 2015 to May 2017 (After Sales Product Support (Plant Based) & responsible for all India Product Support HHP Tractors) – **Reporting to All India Technical Cell Head.**

Deputy Manager | Nov 2014 – Dec 2015 (After sales in Andhra Pradesh / Telangana States)

Assistant Manager | Feb 2011 – Nov 2014 (After sales in territory of Andhra Pradesh / Telangana States)

Major Accomplishments: Was part of a special project named 'Udaan' from 2012 to 2014 and have successfully completed the project with desired results.

Significant Highlights as a Manager - Quality Product Support

- ☞ Understanding the performance of the product in the field and ensure key issues are understood, prioritized correctly & escalated.
- ☞ Answer high level technical questions escalated from service engineers.
- ☞ Gather and prioritize technical field issues and escalate them to the CPM for resolution.
- ☞ Conduct field visits to support issue resolution.
- ☞ Release technical information (reactive and proactive) to the field (service bulletins, ASIST knowledge, SNU).
- ☞ Evaluating existing product for serviceability issues based on the feedback received from field and enhance the same through necessary changes for easy serviceability.
- ☞ Support Tech Pubs in releasing new manuals.
- ☞ Support New Program scope with identification of field issues.
- ☞ Respond to technical queries from service engineers relating to CNH products.
- ☞ Gathering symptom, cause and resolution information for escalation and inclusion in the knowledge database.
- ☞ Ensure dealers and brand staff is kept aware of key issue status.
- ☞ Work with Technical Training and SZMs to ensure course availability and content are appropriate and weak dealers are targeted for training.
- ☞ Support Technical training courses.
- ☞ Ensure dealers use ASIST correctly (working with SZMs) such that ASIST volumes reflect the real situation in the field.
- ☞ Analyzing the service concerns made on a daily basis to ensure that the standards set as per company policies were followed by the team members in recording the service and repair details. Further prioritize and escalate the concerns for further improvements with CFT's and follow-up the same for actions taken & cut-off's.

- Active CPM team member: formulate detailed problem statements, support root cause analysis and determine corrective actions.
- Collect and analyze warranty data; identify issues and trends.
- Establish current product reliability target setting and drive the improvement (MERF & CORF).
- Facilitate EWT meetings.
- Propose and develop PIPs, including parts forecasts.
- Define and manage the Q&R Action plan.

Significant Highlights as a Deputy Manager

- Ensured that the dealer Infrastructure, Manpower, Training, Systems, Reach, Response, Relationship, Parts and Lubricants are sufficient to fulfill the customer requirements for the assigned Area. Maintaining service excellence culture within the organization; identified opportunities to improve productivity, efficiency and ensured organization's policies & procedures were complied with service quality norms
- Responsible for setting up and managing an extensive network of after sales service delivery and customer care operations to boost up top line and bottom line profitability by retaining customers continued patronage.
- Monitoring the service manager performance in terms of technical knowledge, analytical knowledge, customer care skills, e-mail etiquettes and then mentors and identified training needs for service manager with regards to enhance customer satisfaction levels.
- Maintaining service excellence culture within the organization; identified opportunities to improve productivity, efficiency and ensured organization's policies & procedures were complied with service quality norms
- Responsible for setting up and managing an extensive network of after sales service delivery and customer care operations to boost up top line and bottom line profitability by retaining customers continued patronage.
- Analyzing field requirements and provided customized solutions within the agreed delivery schedules and established high quality service standards and ensured strict adherence to quality systems
- Attended design review meetings, early hour failure, warranty & other product quality related meetings & develop action plans on the current product concerns & improvement plans.
- Spearheading efforts in overseeing the after sale service and effectively analysing the Service related management of all Branches across India.
- Designing & implementing service strategies to rejuvenate customers' confidence in product quality and customer centric policies; spearheaded After Sales Service Operations and achieved service targets & share.
- Designed and implemented systems and procedures of service delivery and ensuring compliance thereof in all dealer workshops. Introducing improvements across dealer workshops to ensure best in class service to the customers.
- Efficiently contributed in the improvement of Dealership service health by conducting Service Capability Audit & Administrative Capability Audit.
- Conducted on-site training for dealer Technicians, Sales Executives & Workshop In-charge (technical features, usage, service issues resolution etc.) and also for dealer parts personnel (ABC analysis, FMS study, Inventory management etc.)
- Motivated the team as well as the dealer's staff d by implementing competitive programs and awarding and rewarding the best performers.

Escorts Limited, Responsible for assigned territory in after sales in the state of Andhra Pradesh | Feb 2010 - Feb 2011

Significant Highlights as Territory Manager - Reporting to Regional Service Manager (RSM)

- Mapped market demand across various segments, formulating service plan and generating customized service thrust to exploit available market potential across all segments.
- Created and developed a strong network of channel partners in the territory for wider reach to customers and deeper market penetration.
- Set up productive business relations at decision making levels with industrial and institutional clients to ensure their continued patronage and uninterrupted inflow of business.
- Promptly resolved customers quality, delivery and application related issues to maintain company's customer centric image.
- Tracked marketing dynamics and drawing vital inputs to facilitate realignment of product, policies and programmes to stay firmly afloat in competitive business scenario.
- Ensured availability of sufficient stock of spare parts across all retail counters and with the industrial/institutional customers by constant review of stock levels.

ICML, International Cars & Motors Limited (Passenger Cars Manufacturer, Sonalika Group) | May 2008 - Feb 2010**Significant Highlights as Customer Relations Officer (CRO) - Reporting to Regional Service Manager (RSM)**

- ✎ Responsible for checking the root cause analysis and to provide field technical reports to Technical cell in H.O for resolving the problems in future products.
- ✎ Investigated field complaints and resolve them within 24 hours from the time of reporting in coordination with technical cell at HO & R&D depts.
- ✎ Accountable for highlighting the failures reported within 5000 kms of running and send the data to concerned departments at HO.
- ✎ Assisted dealers in implementing ICML-Service Standards / Norms at each dealership.
- ✎ Analyzed the failures and sign in warranty & other service related documents.
- ✎ Compiled the data of technical failures of all the dealers of A.P on monthly basis and send it to HO for analysis and carryout necessary modifications to avoid such failures in Future.
- ✎ Provided training to dealer service staff on customer handling skills, technical developments, troubleshooting etc.
- ✎ Conducted various Audits regarding systems, facilities, spares, equipment's, quality service, warranty, manpower etc.

Worked as Service Advisor in Concorde Motors India Limited (100% Subsidiary of Tata Motors), Dobro Toyota (Toyota Authorized Dealership) | October 2003 - April 2008**Major Accomplishments:**

- ✎ Awarded with the Best Service Advisor Award considering the performance, in the month of August – September 2007.
- ✎ Achieved high levels of customer satisfaction & retention and also attained 100% or more than targets given to me at all times.
- ✎ Successfully participated in in-dealer skill contest conducted by Toyota.

Worked as Technician Apprentice in E C I L (Electronics Corporation of India Limited) Under Samyukta Project | Sept 2002 – Sept 2003**Major Accomplishments:**

- ✎ Successfully dismantled and assembled clutch assembly of TATRA vehicle i.e. defense vehicle

SCHOLASTICS

- ✎ Diploma in Automobile Engineering (65%)
- ✎ B-Tech; Institute of Mechanical Engineering (50%) - Distance
- ✎ S S C (75%)

Computer Proficiency: Auto-Cad 2D & 3D from NICE Institute and MS OFFICE**PERSONAL DOSSIER**

Date of birth : 17.03.1982

Languages known: Telugu, English & Hindi

References: Available on Request